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Orders Order / Rev: 705412 Alt Order #: 06268608 NRCC IE Product Desc: **KXTV** 2973 Estimate: 09/28/12 - 10/04/12 Flight Dates: Primary AE: Jim Quinn Original Date / Rev: Sales Office: 08/08/12 / 09/20/12 T-PHI Order Type: Political Sales Region: NAT National Media Research Planning/ PC Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 815 Slaters Lane Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: National Republican Cong. Committee Demographic: A35-64 New Business Thru: **Product Codes:** IS-Issue/Ballot,IS-Issue/Non Order Separation: 00:15:00 Priority: P-5 Advertiser External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	17	\$14,215.00	\$12,082.75
10/01/12	10/04/12	39	\$24,390,00	\$20,731,50

## **Totals**

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	17	\$14,215.00	\$12,082.75	26.10
October 2012	39	\$24,390.00	\$20,731.50	48.00
Totals	56	\$38,605.00	\$32,814.25	74.10

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

AGY, GEN, POL

Order Share	Share	Total
KXTV	17%	\$38,605.00
Market	100%	\$227,088.24

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBSV	0%	\$0.00
KCRA	15%	\$34,063.24
KFTL	0%	\$0.00
KMAX	7%	\$15,896.18
KOVR	30%	\$68,126.47
KQCA	6%	\$13,625.29
KSPX	0%	\$0.00
KTXL	25%	\$56,772.06
KUVS	0%	\$0.00
KVIE	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Cod	le Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type S	pots	Amount
E 1	KXTV	09/28/12	09/28/12	News10 @ 11p	m CM	11-1135p	F	:30 1	\$1,050.00 P-2	2.00 NM	1	\$1,050.00
				News10 @ 11p	om							
	NWS 10	AT 11PM										
	Star	t Date I	End Date	Weekdays	Spots/Week	Rate	Rating					
V	/eek: 09/2	24/12 (	09/30/12	F	1	\$1,050.00	2.00					

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Order / Rev: 705412 Advertiser: National Republican Cong. Committee

 Alt Order #:
 06268608
 Product Desc:
 NRCC IE
 KXTV

Flight Dates: 09/28/12 - 10/04/12 Estimate: 2973

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time D	ays	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KXTV	09/28/1	2 09/28/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p		F	:30	1	\$1,050.00 P-2	2.00 NM	1	\$1,050.00
	NWS 10	AT 11P	М	News10 @ 11pm										
		rt Date	End Date	<u>Weekdays</u> F	Spots/Week	Rate	Rating							
	eek: 09/2		09/30/12	M-F 4-5p	CM	\$1,050.00 4p-5p	2.00	F	:30	1	\$900.00 P-1	1.50 NM	1	\$900.00
		03/20/1	2 03/20/12	Ellen	Civi	4р-ор		1	.50	'	ψ900.001 -1	1.50 14101	· '	ψ900.00
	ELLEN	D	Ford Date	We state a	0	Dete	Detien							
We	<u>5tai</u> 2/eek: 09	rt Date 24/12	End Date 09/30/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$900.00	Rating 1.50							
			2 09/28/12	M-F 5-6am	CM	5-6a		F	:30	1	\$190.00 P-1	0.50 NM	1	\$190.00
	NNA/40 C	D MON	5 A /NNA/4 O C	News10 Good Mo	rning @ 5am									
		rt Date	5A/NW10 G End Date		Spots/Week	Rate	Rating							
We	eek: 09/2		09/30/12	F	1	\$190.00	0.50							
E 4	KXTV	09/28/1	2 09/28/12	M-F 6-7am	CM	6-7a		F	:30	2	\$375.00 P-1	0.80 NM	2	\$750.00
	NWS10	GOOD I	ЛRN	News10 Good Mo	rning @ 6am									
		rt Date	End Date		Spots/Week	Rate	Rating							
	eek: 09/2		09/30/12	F	2	\$375.00	0.80							
E 5	KXTV	09/28/1	2 09/28/12	M-F 630-7p	CM	630-7p		F	:30	1	\$2,000.00 P-1	2.50 NM	1	\$2,000.00
,	JEOPAF	RDY		Jeopardy										
		rt Date	End Date		Spots/Week	Rate	Rating							
	eek: 09/2		09/30/12	F	1	\$2,000.00	2.50	F	.20		£420.00 D.4	4 40 NIM	4	£4.700.00
E 0	KXIV	09/28/1	2 09/28/12	M-F 7-9am GMA 7-9am	СМ	7-9a		F	:30	4	\$430.00 P-1	1.10 NM	4	\$1,720.00
	GD MRI	N AMR												
١٨/	<u>Staı</u> eek: 09/2	rt Date	End Date 09/30/12	<u>Weekdays</u> F	Spots/Week 4	<u>Rate</u> \$430.00	Rating 1.10							
			2 09/28/12	Fri Prime A	CM	8-9p		F	:30	1	\$2,500.00 P-2	3.10 NM	1	\$2,500.00
				Shark Tank							<del>*-</del> ,			<b>v</b> =,
	SHARK		End Data	Meakdovo	Cnoto/Mode	Doto	Doting							
We	<u>اعاد</u> 2/eek: 09	rt Date 24/12	End Date 09/30/12	<u>Weekdays</u> F	Spots/Week 1	Rate \$2,500.00	Rating 3.10							
E 8	KXTV	10/01/1	2 10/01/12	News10 @ 11pm	CM	11-1135p	M-		:30	1	\$1,050.00 P-3	2.00 NM	1	\$1,050.00
	NIME 10	AT 11P	N A	News10 @ 11pm										
1		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
We	eek: 10/0		10/07/12	M		\$1,050.00	2.00							
E 9	KXTV	10/01/1	2 10/01/12	·	CM	4p-5p	М-		:30	1	\$900.00 P-3	1.50 NM	1	\$900.00
	ELLEN			Ellen										
	Star	rt Date	End Date		Spots/Week	Rate	Rating							
	eek: 10/0		10/07/12	M	1	\$900.00	1.50				#400 00 D 0	0.50.1114	,	<b>#</b> 400.00
E 10	KXIV	10/01/1	2 10/01/12	M-F 5-6am News10 Good Mo	CM rning @ 5am	5-6a	M-		:30	1	\$190.00 P-3	0.50 NM	1	\$190.00
	NW10 G	D MRN	5A/NW10 G		g © 0a									
10/		rt Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating							
	eek: 10/0		10/07/12 2 10/01/12	M-F 6-7am	CM	\$190.00 6-7a	0.50 M-		:30	2	\$375.00 P-3	0.80 NM	2	\$750.00
	10111	10/01/1	2 10/01/12	News10 Good Mo		o ru	111		.00	-	φονοίουν σ	0.00 11111	_	ψ100.00
		GOOD I		Maralistas is	0	Dete	Detien							
We	<u>5tai</u> eek: 10/0	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> M	Spots/Week 2	Rate \$375.00	Rating 0.80							
			2 10/01/12	M-F 7-9am	CM	7-9a			:30	4	\$430.00 P-3	1.10 NM	4	\$1,720.00
	OD 1401			GMA 7-9am										
,	GD MRN Star	N AMR rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
W	eek: 10/0		10/07/12	M	4	\$430.00	1.10							
E 13	KXTV	09/29/1	2 09/29/12		CM	7-8a		S-	:30	1	\$300.00 P-1	0.70 NM	1	\$300.00

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Order / Rev: 705412 Advertiser: National Republican Cong. Committee

Alt Order #: 06268608 Product Desc: NRCC IE KXTV

Flight Dates: 09/28/12 - 10/04/12 Estimate: 2973

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Sat 7-8a Good Morning America **GD MRN-SAT** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 ---S-\$300.00 0.70 E14 KXTV 09/30/12 09/30/12 News10 @ 11pm СМ 11-1135p ----S :30 \$1.050.00 P-2 2.00 NM \$1.050.00 News10 @ 11pm **NWS 10 AT 11PM** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/24/12 09/30/12 \$1.050.00 2.00 E15 KXTV 09/30/12 09/30/12 CM 5-530p :30 \$375.00 P-2 0.70 NM News10 @ 5pm Sun ----S \$375.00 News10 @ 5pm Sun NWS 10 AT 5.00 Start Date **End Date** Weekdays Spots/Week Rate Rating 09/30/12 Week: 09/24/12 ----S 0.70 \$375.00 E 16 KXTV 09/30/12 09/30/12 :30 \$340.00 P-4 Sun News 8-9a CM 8-9a ----S 1.10 NM 2 \$680.00 News10 Sun @ 8a NWS10 GOOD MRN Start Date **End Date** Weekdavs Spots/Week Rate Rating Week: 09/24/12 09/30/12 \$340.00 1.10 10/04/12 10/04/12 News10 @ 11pm E 17 KXTV CM 11-1135p ---T---:30 1 \$1.050.00 P-3 2.00 NM \$1,050.00 News10 @ 11pm **NWS 10 AT 11PM End Date** Weekdays Start Date Spots/Week Rating Rate Week: 10/01/12 10/07/12 \$1,050.00 2.00 E 18 KXTV 10/04/12 10/04/12 M-F 4-5p ---T---:30 \$900.00 P-3 1.50 NM \$900.00 CM 4p-5p Ellen **ELLEN** Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/01/12 10/07/12 - - - T- - -\$900.00 1.50 E 19 KXTV 10/04/12 10/04/12 5-6a ---T---\$190.00 P-3 M-F 5-6am СМ :30 0.50 NM \$190.00 1 News10 Good Morning @ 5am NW10 GD MRN 5A/NW10 GDMRN 530 **End Date** Weekdays Spots/Week Rating Start Date Rate 10/07/12 Week: 10/01/12 - - - T- - -\$190.00 0.50 ---T---E 20 KXTV 10/04/12 10/04/12 M-F 6-7am CM 6-7a :30 \$375.00 P-3 0.80 NM 2 \$750.00 News10 Good Morning @ 6am NWS10 GOOD MRN Start Date **End Date** Weekdays Spots/Week Rate Rating 10/07/12 - - - T- - -Week: 10/01/12 \$375.00 0.80 \$2,000.00 P-3 E 21 KXTV 10/04/12 10/04/12 M-F 630-7p CM 630-7p ---T---2.50 NM \$2,000.00 Jeopardy **JEOPARDY** Weekdays Rating Start Date **End Date** Spots/Week Rate - - - T- - -Week: 10/01/12 10/07/12 \$2,000.00 E 22 KXTV 10/04/12 10/04/12 M-F 7-9am CM 7-9a ---T---:30 \$430.00 P-3 1.10 NM \$1,720.00 GMA 7-9am **GD MRN AMR** Spots/Week Start Date **End Date** Weekdays Rate Rating 10/07/12 - - - T- - -Week: 10/01/12 \$430.00 1.10 E 23 KXTV 10/02/12 10/02/12 News10 @ 11pm - T- - - -:30 \$1,050.00 P-3 2.00 NM CM 11-1135p \$1,050.00 News10 @ 11pm **NWS 10 AT 11PM** Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/01/12 10/07/12 - T- - - -\$1,050.00 2.00 M-F 4-5p E 24 KXTV 10/02/12 10/02/12 CM - T- - - -:30 \$900.00 P-3 1.50 NM 4p-5p 1 \$900.00 Ellen **ELLEN** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 \$900.00 1.50

CM

5-6a

:30

\$190.00 P-3

0.50 NM

\$190.00

E 25 KXTV 10/02/12 10/02/12

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Order / Rev: 705412 Advertiser: National Republican Cong. Committee

Alt Order #: 06268608 Product Desc: NRCC IE KXTV

Flight Dates: 09/28/12 - 10/04/12 Estimate: 2973

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Day	s Len	Spots	Rate Pri	Rtg Type	Spots	Amount
NIW/10 (	CD MDN	5A/NW10 G	M-F 5-6am News10 Good M	orning @ 5am								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					Ī	
Week: 10		10/07/12	- T	<u> </u>	\$190.00	0.50						
E 26 KXTV			M-F 6-7am	CM	6-7a	- T	:30	) 2	\$375.00 P-3	0.80 NM	2	\$750.00
			News10 Good M	orning @ 6am					,			,
NWS10	GOOD I	MRN										
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/07/12	-T	2	\$375.00	0.80			Ф0 000 00 <b>Б</b> 0	0.50.104		ФО ООО ОО
E27 KXIV	10/02/1	2 10/02/12	M-F 630-7p Jeopardy	СМ	630-7p	- T	:30	) 1	\$2,000.00 P-3	2.50 NM	1	\$2,000.00
JEOPA	RDY											
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/07/12	-T		\$2,000.00	2.50			<b>*</b> 400 00 <b>D</b> 0	4 40 1114		<b>#4 700 00</b>
E28 KXTV	10/02/1	2 10/02/12	M-F 7-9am GMA 7-9am	СМ	7-9a	- T	:30	0 4	\$430.00 P-3	1.10 NM	4	\$1,720.00
GD MR	N AMR											
Sta Week: 10	art Date /01/12	End Date 10/07/12	<u>Weekdays</u> - T	Spots/Week 4	<u>Rate</u> \$430.00	Rating 1.10						
			Wed Prime C	CM	10-11p	W-	:30	) 1	\$2,700.00 P-3	4.90 NM	0	\$0.00
			Nashville	<b></b>					ψ=,, σσίσσι σ			ψο.σσ
NASHV				0	Б.	D ::						
Sta Week: 10	art Date	End Date 10/07/12	<u>Weekdays</u> W	Spots/Week	Rate \$2,700.00	Rating 4.90						
	Date Ra		escription		/End Time	4.90	Weekda	avs Le	ength Rate	Rtg Type		
1 KXTV	10/01/1	2-10/07/12 V		10-1			W		:30 <del>(\$2,700.00)</del>			
Cre	edited											
		ind mg line 3	-								<u> </u>	
E30 KXTV	10/03/1	2 10/03/12	News10 @ 11pm News10 @ 11pm		11-1135p	W-	:30	) 1	\$1,050.00 P-3	2.00 NM	1	\$1,050.00
NWS 1	0 AT 11P	PM	,									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/07/12	W		\$1,050.00	2.00						
E31 KXTV	10/03/1	2 10/03/12	•	CM	4p-5p	<b>W</b> -	:30	) 1	\$900.00 P-3	1.50 NM	1	\$900.00
ELLEN			Ellen									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/07/12	W	1	\$900.00	1.50						
E32 KXTV	10/03/1	2 10/03/12	M-F 5-6am	CM	5-6a	W-	:30	) 1	\$190.00 P-3	0.50 NM	1	\$190.00
			News10 Good M	orning @ 5am								
		5A/NW10 G		Consta AMa ala	Data	Datina						
Sta Week: 10	art Date /01/12	End Date 10/07/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$190.00	Rating 0.50						
E33 KXTV	10/03/1	2 10/03/12	M-F 6-7am	CM	6-7a	W-	:30	) 2	\$375.00 P-3	0.80 NM	2	\$750.00
			News10 Good M	orning @ 6am								
	GOOD I		M/s sludeus	0	Data	Dathan						
Sta Week: 10	art Date /01/12	End Date 10/07/12	<u>Weekdays</u> W	Spots/Week 2	Rate \$375.00	Rating 0.80						
E34 KXTV	10/03/1		M-F 7-9am	CM	7-9a	W-	:30	) 4	\$430.00 P-3	1.10 NM	4	\$1,720.00
			GMA 7-9am									
GD MR												
	art Date	End Date	<u>Weekdays</u> W	Spots/Week	Rate	Rating						
Week: 10/		10/07/12		<u>4</u>	\$430.00	1.10	.0.	2 4	\$4.050.00 D.0	2 00 NIM		¢4.050.00
E35 KXIV	10/03/1	2 10/03/12	Wed Prime A Middle/Suburgate	CM	8-9p	W-	:30	J 1	\$1,950.00 P-3	3.00 NM	1	\$1,950.00
MIDDLI	E/SUBUF	RG	.maalo, Gabai gali	·· <i>j</i>								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/01/12	10/07/12	W	1	\$1,950.00	3.00						
N36 KXTV	09/30/1	2 09/30/12	Sun Prime D	CM	10-11p		S :30	) 1	\$2,700.00 P-4	4.90 NM	1	\$2,700.00
NASHV	ILLE		666 Park Avenue	•								
											-	

Print Date: 09/24/12 10:06:51 Page 5 of 5

 Order / Rev:
 705412
 Advertiser:
 National Republican Cong. Committee

 Alt Order #:
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 Product Desc:
 NRCC IE
 KXTV

 Flight Dates:
 09/28/12 - 10/04/12
 Estimate:
 2973

Ln Ch Start End	Inventory Code Bre	ak Start/End Tim	ne Days	Len Spots	Rate Pri	Rtg Type Spots	Amount
N36 KXTV 09/30/12 09/30/12	Sun Prime D CM	10-11p	S	:30 1	\$2,700.00 P-4	4.90 NM 1	\$2,700.00
	666 Park Avenue						
NASHVILLE							
Start Date End Date	Weekdays Spots/We	ek Rate f	Rating				
Week: 09/24/12 09/30/12	S	1 \$2,700.00	4.90				

Totals 56 \$38,605.00